

January 28, 2009

*Jeff Bressman*

*Jerusalem, Israel*

To whom it may concern:

I am writing this letter of reference for Mr. Assaf Chelow. My interaction with Assaf has spanned the past three years. During that time, he has helped my wife and I find an apartment in Jerusalem and then to help manage the kitchen renovation of the apartment and finally to manage the day to day upkeep of the apartment. My impression during that time has been 100% positive. Assaf can only be described as a professional who is just as interested in his clients' best interest as he is in his own career. A couple of stories might help to illustrate this:

1. Looking for an apartment half a world away can be a daunting task. On trips with limited time in Israel, it would be easy to simply pick from the overwhelming supply and move on. A couple of times during our search, my wife and I thought that we had found something that we liked. Two times during that process, Assaf told us that he thought that it would be better if we did not purchase that particular apartment because of construction problems that he understood and we did not. By doing this, he gave up what would have been an easy commission for himself in order to better serve the interest of his clients (us).
2. During our first trip to look for an apartment, we thought that we had found something that would suit our needs. Assaf was extraordinarily patient with us in showing us the apartment over and over again. He helped us to find an architect who could help with the remodeling and arranged quick meetings with two of them so that we could make appropriate choices while we were still in Israel. Upon our return to the states, we decided that this was not the right apartment for us and Assaf was completely understanding as we cancelled the deal. His comment to me at the time was that he only wanted to do what was right for us and that he would be happy to help us once again the next time we returned.
3. On our next trip, Assaf once again showed us a number of apartments and ultimately helped us to see the value in the apartment that we ultimately bought. Although that apartment had been renovated, he helped us to see that with some additional minor renovations (including

replacing the kitchen) it could suit our needs perfectly. He negotiated the price for us in a way that helped us to make those renovations possible.

Since our purchase, Assaf has been 100% on top of making sure that the renovation went smoothly and that on all of our subsequent visits we have been able to not spend time waiting for technicians and installation people. He responds to my emails in a timely fashion and takes phone calls until late in the evening Israel time. He has interfaced with the other owners in the building to help us live there comfortably during the brief times that we are in town.

I have bought and sold many homes in the United States and can truly say that I have never dealt with a real estate agent / manager who I felt was looking out for my best interest as much as Assaf. I recommend him without any hesitation.

Please feel free to call me if you have any questions.

Sincerely yours,

Jeffery K. Bressman, DDS